1.

2.

Itis not just sell the product ,it is sell the idea

3.

OPP

F O R M H D

3.

guide present-ation explanation

Argument

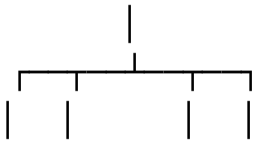
4.

Respond

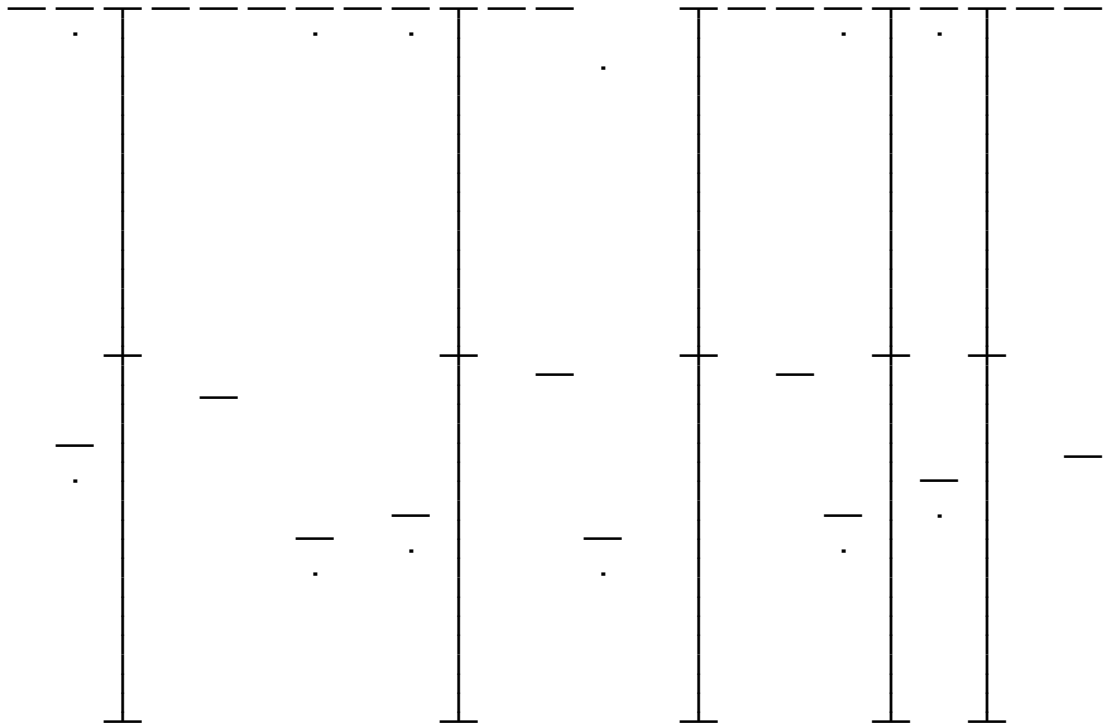
Reation

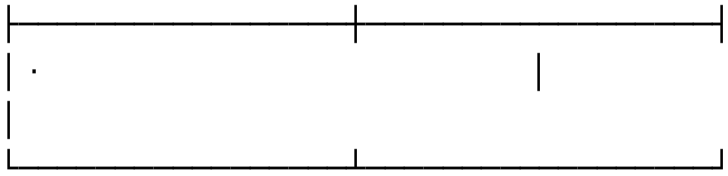
Reation

1.



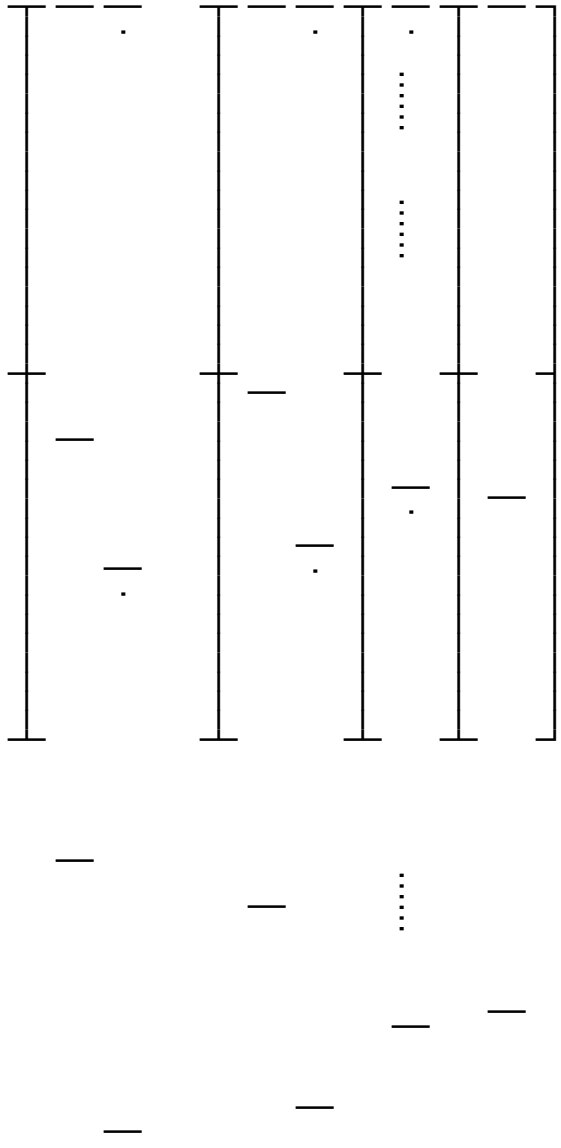
2. ?

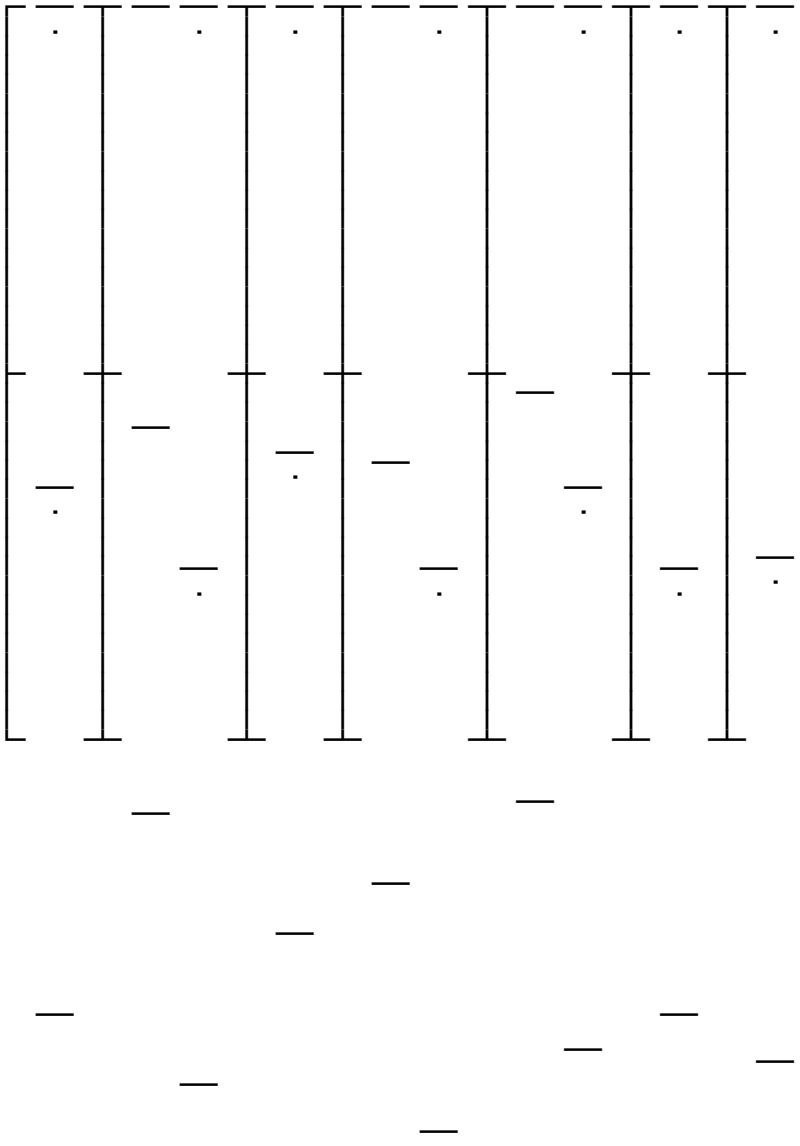




1.

2.

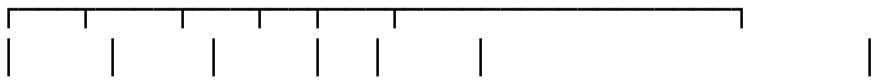


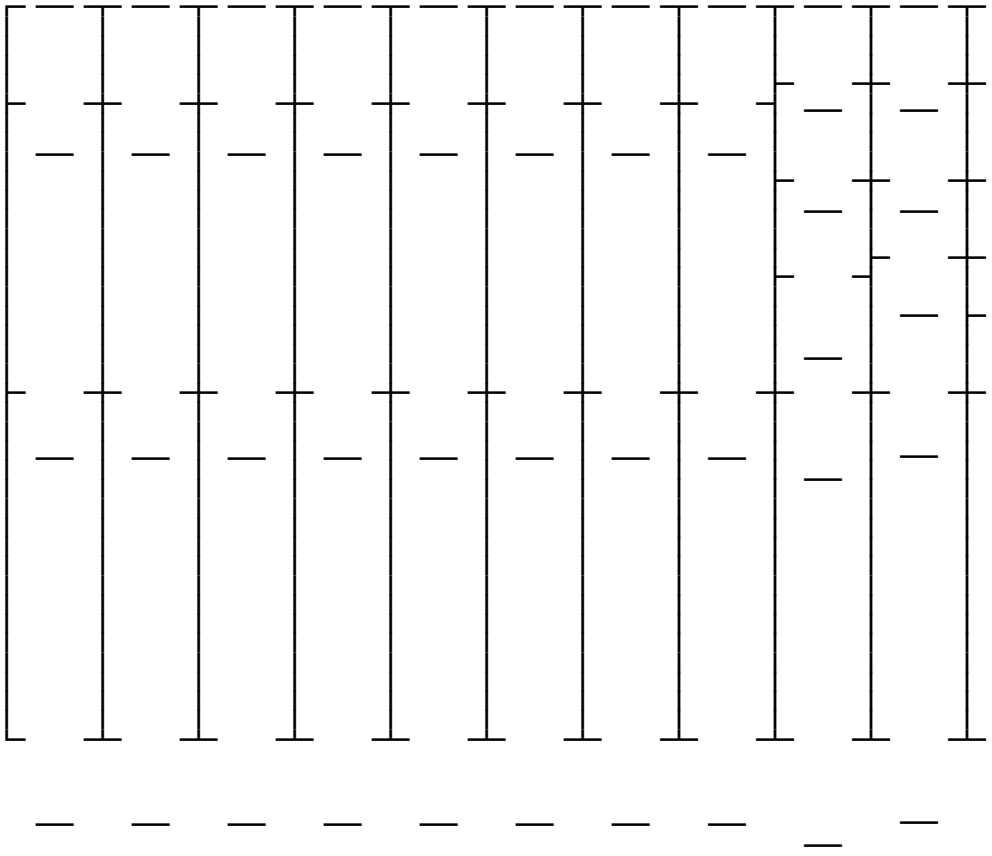


B.B.Call

3.

DM





( )

F.O.R.M.H.D

F Family

O Ocupation

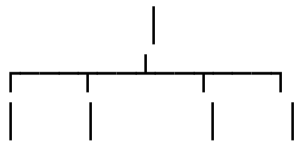
R Recreation

M Money Message

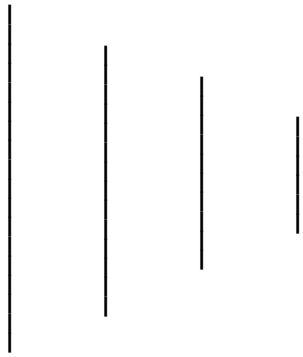
F.O.R.M

1.

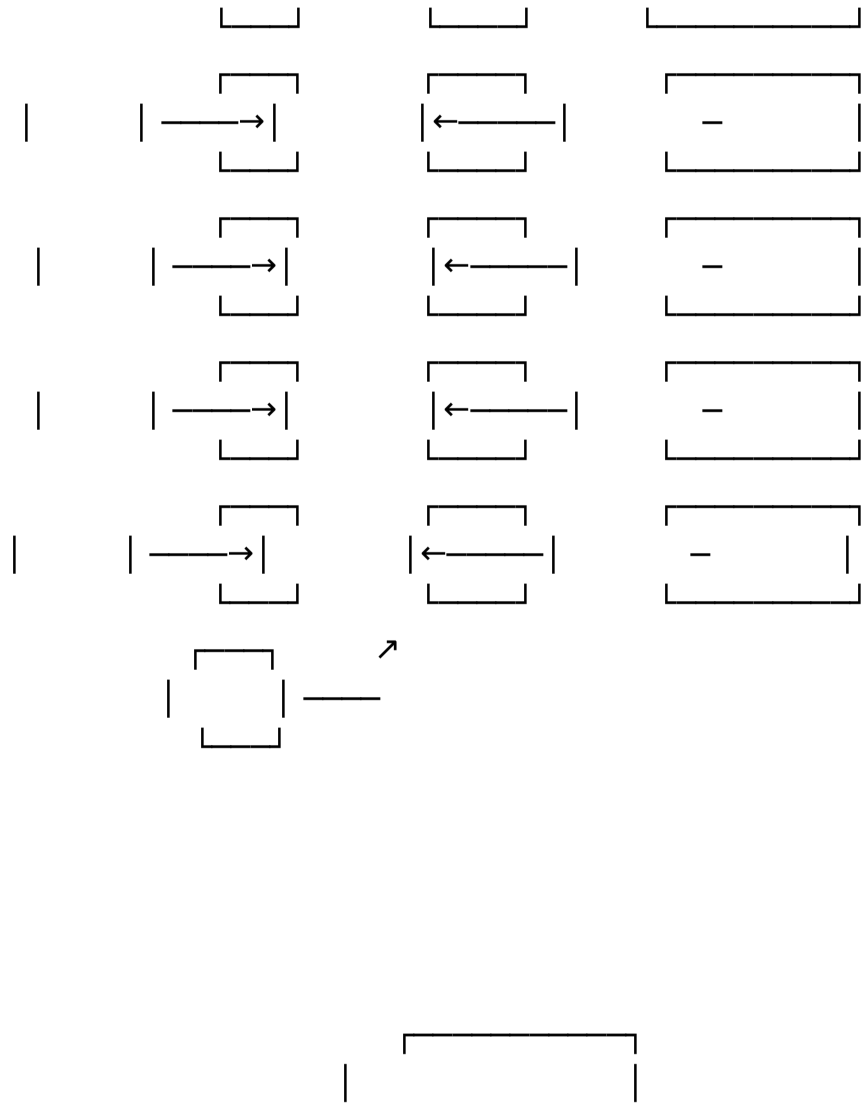
2.

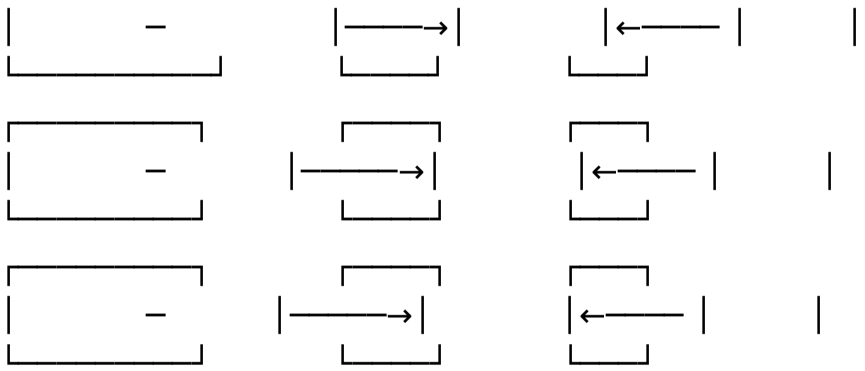


3.



1.





2.

OPP

1.

Come on Chicken

B A

A

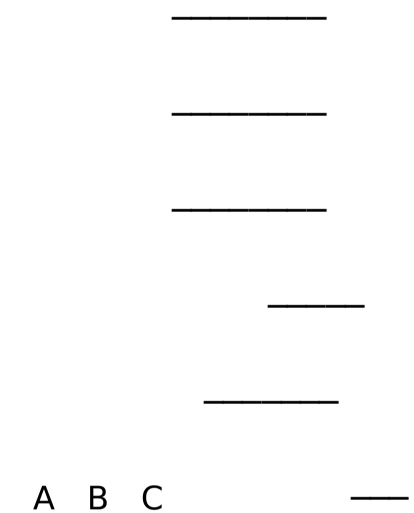
A

B

A B

A B

1.



A B C

A

A E

! 6 4 A 4 E

6 4 6 A

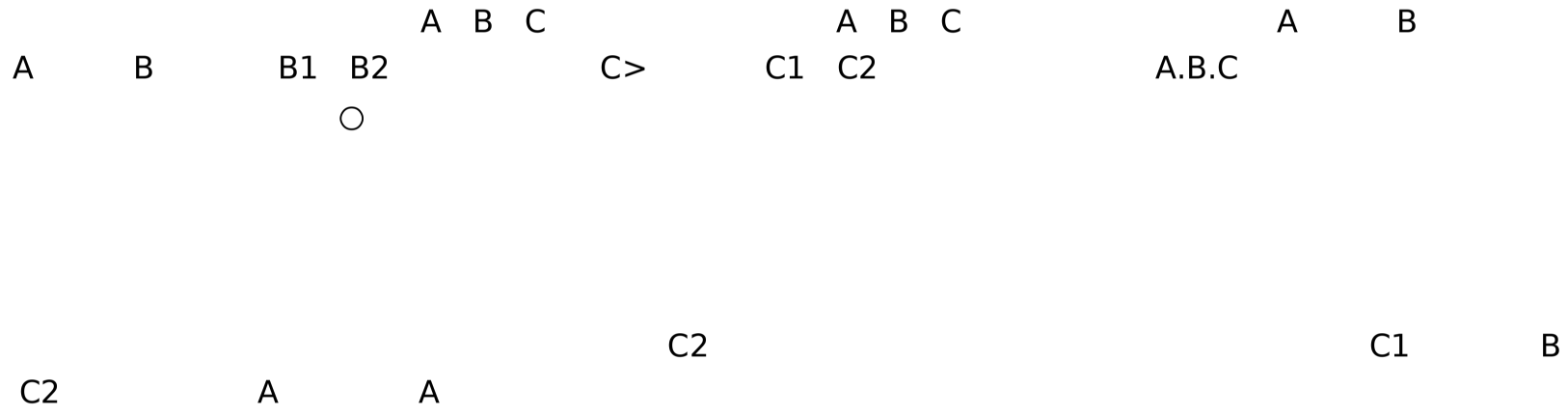
ABC

ABC

ABC

1.

.


A B C
A B C
A B
A B B1 B2 C> C1 C2 A.B.C

C2
C1 B
C2 A A

.

B.B.Call

.

.

A C C

B A C

C

A.B.C

A C B
A C A C
B
C A

A B C A B
A C C A
B
C

A B C A B
A C C A
B :

C

B C A C
A C C A
B B
C

A B C A B
A C C A
B
C A

A B C B
A C C A
B C
C

B B1 B2
A

B1 B2 A C
C

A C
B C
C

A C
B
C

A
B
C

1.

A B C

2.

_____

.

1.
2.
3.
4.
5.
6.

.

1.
2.

3.
4.
5.
6.
7.
8.

.

1.
2.
3.
4.
5.

.

1.

.

1.
2.

3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.
17.
18.
19.
20.

.

1.
2. ?

_____

.

1.
2.
3.
4.

.

1. ?

.

1.

.

1.
2.
3.

4.
5.
6.
7.
8.
9.

.

1.
2.

_____

.

1.
2.

.

1.
2.

.

1.

.

1.

.

1.
2.
3.
4.
5.
6.
7.
8.

.

1.

2.
3.
4.

.

1.
2.
3.

.

1.
2.

.

1.
2.
3.

4.
5.
6.
7.
8.
9.

.

1.
2.

.

1.
2.
3.
4.
5.
6.
7.

8.

_____

.

1.
2.

.

1.

.

1.
2.

.

1.

.

1.
2.
3.
4.
5.

2

3

4

5

A.B.C

8

A.B.C

9

10

11

12

13

14

ABC

15

16

17

18

19

Copy

20

ABC

21

22

High pin